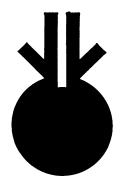
Specific Specific or anxiety & tension Librium

The singular specificity of Librium in controlling anxiety and tension has proven to be an advantage in a wide range of disorders characterized by anxiety of varying degrees. Notably effective in patients whose symptoms are primarily emotional, Librium is equally valuable when organic disease is aggravated or prolonged by accompanying anxiety. Coupled with its effectiveness is an outstanding record of safety. Librium has few, if any, of the unwanted side effects associated with tranquilizers and daytime sedatives—no extrapyramidal effects, no autonomic blocking, and no dulling of mental alertness. Consult literature and dosage information, available on request, before prescribing.

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LIBRIUM® Hydrochloride - 7-chloro-2-methylamino-5-phenyl-3H-1,4-benzodiazepine 4-oxide hydrochloride





announcing: a shorter route to long-term antihypertensive therapy

Now...notably efficacious and markedly safe antihypertensive agents are combined in convenient dosage form—the right combination for essential hypertension, a disease that demands multiple facets of therapy.

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DIUTENSEN[®] Each tablet contains Unitensen[®] (Cryptenamine, as tannate salts), 2.0 mg.; Methyclothiazide, 2.5 mg.

DIUTENSEN® Each tablet contains Unitensen® (Cryptenamine, as tannate salts), 1.0 mg.; Methyclothiazide, 2.5 mg.; Reserpine, 0.1 mg.

Indications: Diutensen and Diutensen-R may be employed in all grades of essential hypertension. **Dosage:** For both Diutensen and Diutensen-R, usual dose is 1 tablet twice daily, after breakfast and at midafternoon. However, adjustment of dosage to suit individual circumstances may be required. Please refer to package inserts for full particulars.

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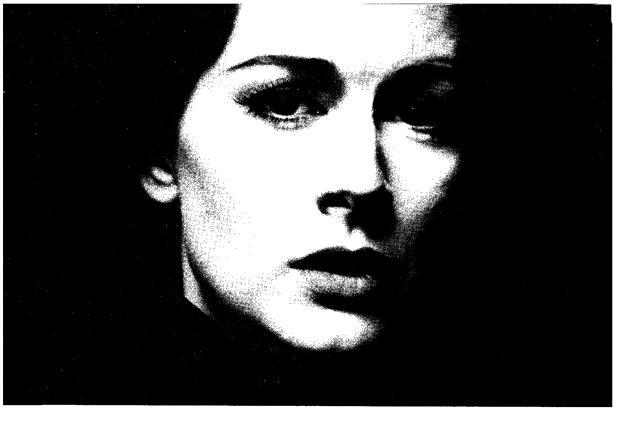
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The outstanding effectiveness and record of safety with which Miltown relieves anxiety and anxious depression — the type of depression in which either tension or nervousness or insomnia is a prominent symptom — has been clinically authenticated time and again during the past seven years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more often than any other tranquilizer in the world.

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Usual dosage: One or two 400 mg. tablets t.i.d. Supplied: 400 mg. scored tablets, 200 mg. sugarcoated tablets; bottles of 50. Also as MEPROTABS®—400 mg. unmarked, coated tablets; and in sustained-release capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg.

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Clinically proven in over 750 published studies

- Acts dependably without causing ataxia or altering sexual function
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NEW...made from 100% corn oil UNSALTED MARGARINE FOR HYPERTENSIVE PATIENTS

- * contains only 10 mgs. of sodium per 100 grams
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Because of the relationship of high-sodium intake to elevated blood pressure, new Fleischmann's Unsalted (Sweet) Corn Oil Margarine will prove to be a valuable addition to the dietary regimen of your hypertensive patients. It contains only 10 mgs. of sodium per 100 grams.

Fleischmann's Unsalted (Sweet) Margarine is made from 100% corn oil and contains both liquid corn oil and partially hydrogenated corn oil. Its linoleic acid content of 30% is three times higher than the 10% of regular margarines and ten times higher than the 3% of butter. This is the *only* unsalted margarine made from 100% corn oil.

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Unsaturated Fatty Acids:

Polyunsaturates 30% Monounsaturates 50% Saturated Fatty Acids . . . 20%

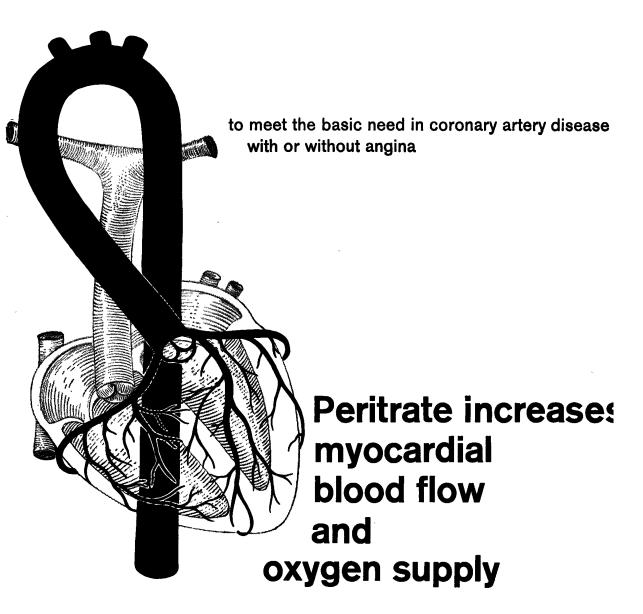


Fleischmann's

Fresh-Frozen in the green foil package in your-grocer's frozen food case

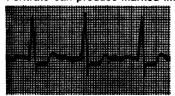
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Peritrate restores myocardial blood flow to the normal or near-normal range. A single oral dose produces a measurable response within 60 to 90 minutes.

Peritrate can produce marked improvement in the exercise ECG



Before Peritrate: S-T segment depressed after standard exercise in postcoronary patient without angina.

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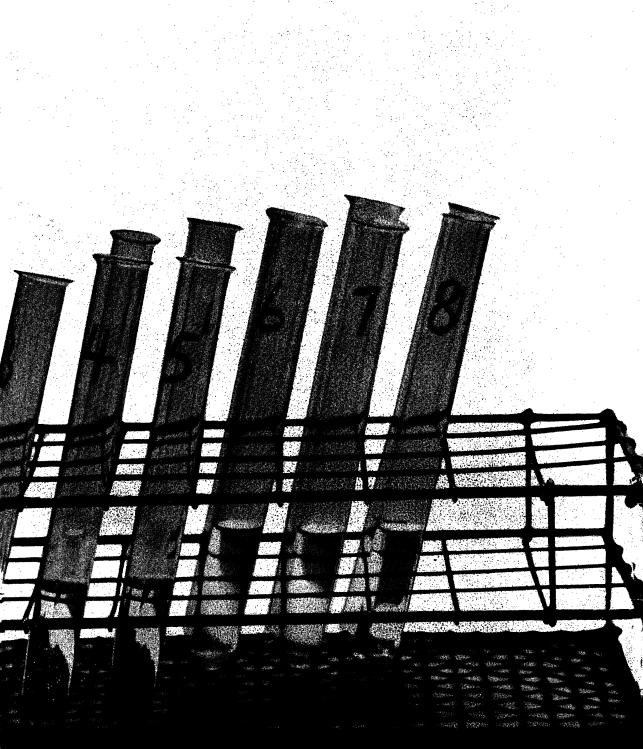




Medical Department of Warner-Chilcott Laboratories. available with or without phenobarbital-in regular or Sustained-Action tablets for q.i.d. or b.i.d. therapy. Full dosage information, available on request,

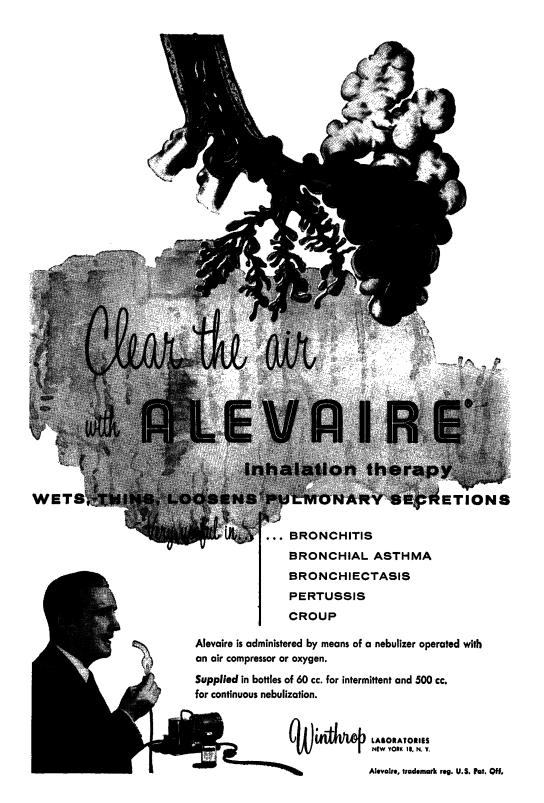
should be consulted before initiating therapy.

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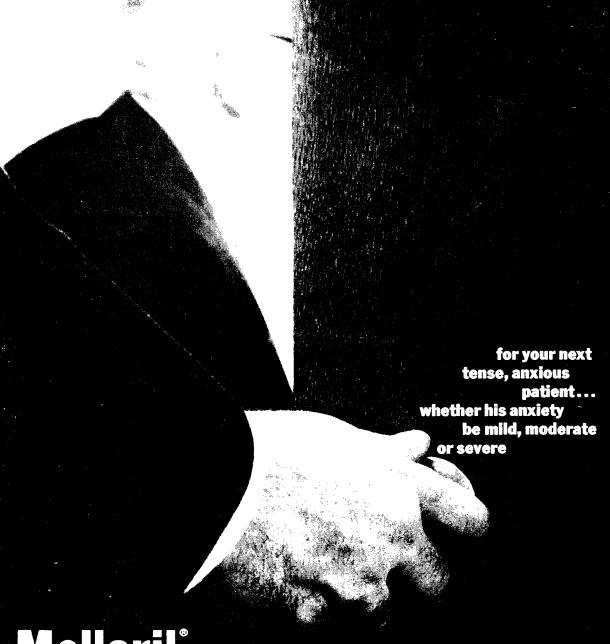
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Mellaril® the full-range tranquilizer

relieves the anxiety and tension states of everyday life Most of the tension states seen in office practice are caused by environmental factors, such as domestic difficulties, financial problems, illness, working conditions, etc. For these "garden variety" anxieties, more physicians are prescribing MELLARIL since it calms the patient and allows him to function normally at home.

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"...we believe that the claim can justly be made that Mellaril has fewer side effects than any other of the phenothiazine compounds."

The efficacy and safety of Mellaril have been established in over 150 published reports during a period of 4½ years. SUPPLIED: Tablets: 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. Brand of thioridazine, as hydrochloride. Consult literature and dosage information, available on request, before prescribing.

1. Sandison, R. A., Whitelaw, E., and Currie, J. D. C.: Journal of Mental Science 106:732, April 1960.

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into a container which is an integral part of the all-metal carriage... no wobbling, nor danger of instrument falling off. Quiet, widely spaced casters provide an unusually stable stand. Permits easy movement in tight

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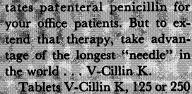
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It never stings—needs no sterilizing. It reaches all the way from your office to the patient's home to give him potent penicillin therapy as often and as long as he needs it. It's an oral "needle," of course... V-Gillin K.*... the penicillin that makes oral therapy as effective as intramuscular, but safer—and much more pleasant.

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Tablets V-Cillin K, 125 or 250 mg. (scored).

V-Cillin K, Pediatric, 125 mg. per 5 cc., in 40 and 80-cc.-size packages.

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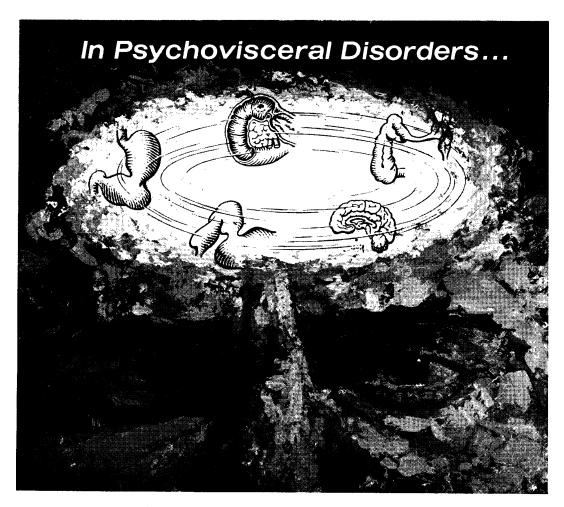
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brand of propantheline bromide with thiopropazate dihydrochloride

The combination of Pro-Banthine with Dartal provides an autonomic stabilizer of notable efficacy in common psychovisceral disorders.

DARTAL, a particularly well tolerated tranquilizer, allays the central nervous influence in such conditions as peptic ulcer, gastritis, pylorospasm, spastic constipation and mucous or ulcerative colitis. Pro-Banthine suppresses the emergence of hypersecretion and hypermotility in the stomach and intestines.

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USUAL ADULT DOSAGE: One tablet three times a day.

SUPPLIED: Aqua-colored, compression-coated tablets containing 15 mg. of Pro-Banthine and 5 mg. of Dartal.

G. D. SEARLE & CO.

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Research in the Service of Medicine

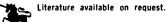
...WITH 'METHEDRINE' SHE CAN HAPPILY REFUSE!



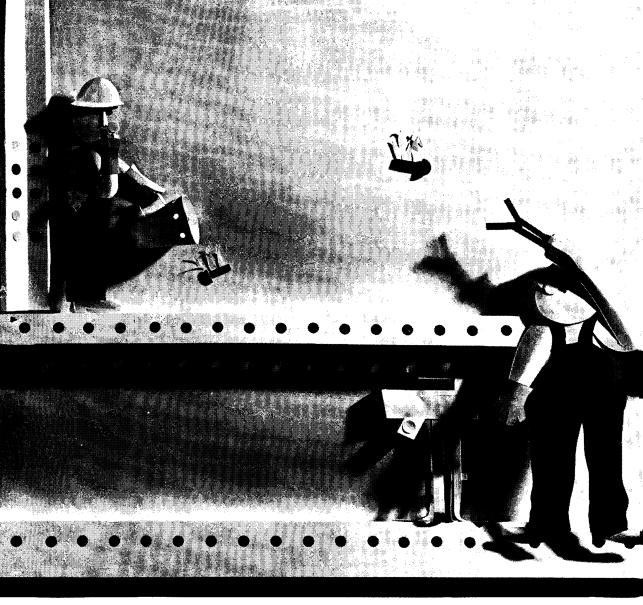
Controls food craving, keeps the reducer happy — In obesity, "our drug of choice has been methedrine . . . because it produces the same central effect with about one-half the dose required with plain amphetamine, because the effect is more prolonged, and because undesirable peripheral effects are significantly minimized or entirely absent." Douglas, H. S.: West.J.Surg. 59:238 (May) 1951.

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Supplied: Tablets 5 mg., scored. Bottles of 100 and 1000.



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when the perfect combination is defeated by a cough... **Benylin Expectorant**

provides the right combination for effective cough control

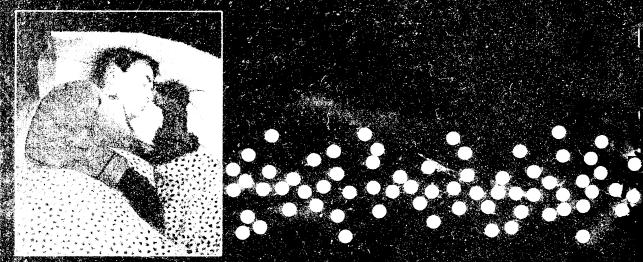
BENYLIN EXPECTORANT effectively suppresses coughs due to colds or allergy through its combination of carefully selected antitussive components.

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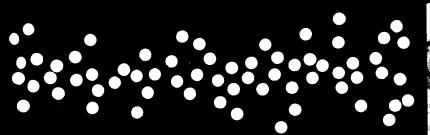
BENYLIN EXPECTORANT contains in each fluidounce: Benadryl[®] Hydrochloride (diphenhydramine hydrochloride, Parke-Davis), 80 mg.; Ammonium chloride, 12 gr.; Sodium citrate, 5 gr.; Chloroform, 2 gr.; Menthol, 1/10 gr.; Alcohol, 5%. Supplied: BENYLIN EXPECTORANT is available in 16-ounce and 1-gallon bottles.

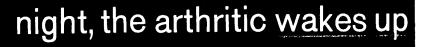
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Thanks to 135 tiny "doses" throughout the







comfortable

Morning stiffness may be reduced or even eliminated as a result of therapy with the only steroid in long-acting form. And the slow, steady release of steroid makes it possible in some cases to reduce the frequency of administration and/or the total daily steroid dosage.

Medrol* Medules*

Each hard-filled capsule contains Medrol (methylprednisolone) 4 mg. Also available in 2 mg. soft elastic capsules.

Supplied in bottles of 30 and 100.

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effective tranquilizer and skeletal muscle relaxant

THE TRUE "TRANQUILAXANT" FOR A RELAXED MIND IN A RELAXED BODY

- quiets the anxiety of the tense patient
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AVAILABLE: 200 mg. Caplets® (green colored, scored), 100 mg. Caplets (peach colored, scored), each in bottles of 100.

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Before prescribing, consult Winthrop's literature for additional information about dosage, possible side effects and contraindications.

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It's there when you need it. These six words sum up the rationale for including an antimycotic in your antibiotic prescription. Particularly when that antimycotic is Fungizone (amphotericin B)....Here you have a highly potent agent which acts in the g.i. tract when given by mouth. Potent, yet virtually nontoxic in the amounts provided by Mysteclin-F. You can thus avail yourself of an important safeguard which extends the usefulness of tetracycline: Mysteclin-F prevents monilial overgrowth while utilizing the full force of tetracycline against a wide range of pathogens. Once you've decided in favor of broad-spectrum therapy, therefore, Mysteclin-F is good practice.

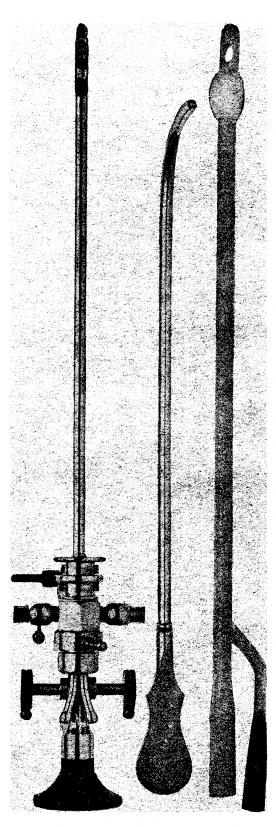
1. Lehan, P. H., Yates, J. L., Brasher, C. A., Larsh, H. W., and Furcolow, M. L.: Diseases of Chest 32:597, 1957.
2. Newcomer, V. D., Sternberg, T. H., Wright, E. T., and Reisner, R. M.: J. Chronic Diseases 9:353, 1959.

Mysteclin-F contains Squibb Phosphate - Potentiated Tetracycline (Sumycin), plus Amphotericin B (Fungizone). Available as: Mysteclin-F Capsules (250 mg.); Mysteclin-F Capsules (125 mg./25 mg.); NEW Mysteclin-F Syrup (125 mg./25 mg.); NEW Mysteclin-F Syrup (125 mg./25 mg. per 5 cc.); Mysteclin-F for Syrup (125 mg./20 mg. per 5 cc.); Mysteclin-F for Aqueous Drops (100 mg./20 mg. per cc.). For full information, see your Squibb Product Reference or Product Brief.

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the challenge of urethral instrumentation:

"lower urinary tract instrumentation carries with it the risk of infection." 1

To meet the challenge, "... the use of nonantibiotics, such as ... Furadantin, to prevent urinary infection after such instrumentation as catheterization, cystoscopy and the passage of sounds, appears to be rational. Administration...beginning immediately after instrumentation and continuing for five to seven days should provide a poor culture medium for organisms that might have been carried inadvertently from the urethra into the bladder by a catheter or an instrument."²

In one recent study, Pyrexia Following Cystoscopy, "fifty-six patients received prophylactic antimicrobial agents and only 16 had fever. Forty-one patients did not receive any medication before cystoscopy, and 30 of these experienced fever after cystoscopy. . . . Nitrofurantoin [Furadantin] was employed more frequently than any other chemotherapeutic agent in the study. Ninety-three per cent of the organisms cultured from the urine prior to cystoscopy were sensitive to this agent when it was administered. In 21 per cent of patients who received nitrofurantoin prophylactically fever developed after cystoscopy, compared to 35 per cent of patients who received other agents, and 73 per cent of patients who did not receive any antimicrobial agents."1

References: 1. Milberg, M. B., and Hermann, H. B.: J. Urol. 86:823, 1961. 2. Emmett, J. L.: Rocky Mountain Med. J. 58:31, 1961.

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